



**Request for Proposal #2013-10  
Flagstaff Regional Plan**



## **Technical Editing, Graphic Design and Website Design**

**Submitted by**

**PRfect Media International, Inc  
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**Submitted  
October 1, 2012**

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October 1, 2012

Rick Compau, C.P.M., CPPO, CPPB  
City of Flagstaff  
Management Services – Purchasing Division  
211 West Aspen Avenue  
Flagstaff, AZ 86001

Dear Mr. Compau,

**PRfect Media International** is pleased to submit the enclosed proposal to the selection committee for the **City of Flagstaff**. This comprehensive proposal contains all the items required in the RFP.

**PRfect Media** is a General Marketing Partner for the State of Arizona. We have extensive experience in branding, marketing and engaging creative public relations, marketing and advertising services for State of Arizona agencies. We are a full-service advertising, marketing, Hispanic marketing, public relations and video services agency. We have served local, regional and national clients since 1994. **PRfect Media** is an Hispanic-owned, culturally-sensitive agency.

As a testament to the dedication our staff has to our clients, we have been honored with an Addy, two Telly Awards and nine International Creative Awards in the past five years. The MarCom/Hermes Creative Awards are administered by the Association of Marketing & Communications Professionals and is an international competition with more than 5,000 entrants each year.

We have proposed a strong team for this project and have provided biographical information on **PRfect Media's** senior management. This proposal is structured to follow the required format and content. Thank you for your time and consideration. If you have any questions, please call us anytime at (480) 706-6880.

Cordially,

John Hernandez  
Chief Executive Officer  
[jhernandez@prfectmedia.com](mailto:jhernandez@prfectmedia.com)

Ron Meritt  
Chief Operating Officer  
[rmeritt@prfectmedia.com](mailto:rmeritt@prfectmedia.com)



## ORGANIZATION

PRfect Media was founded in 1994 with the goal of helping organizations achieve their greatest growth potential through strategic marketing, advertising, branding, positioning, public relations, community and government relations and community outreach. Our analytical approach to market research, combined with our outstanding creative team, guarantees our members receive a focused, well-conceived plan to meet their marketing needs. To provide all of these services with your budget in mind, PRfect Media is always searching for the most creative and effective use of available resources.

We deliver consistent, high-quality work that generates impressive, measurable results for our members. PRfect Media's staff of knowledgeable professionals offers a wealth of experience in both the private and public sectors. We plan and execute projects at the national, state and grassroots levels for publicly traded and privately owned corporations, professional firms, government agencies, trade companies and non-profit organizations.

PRfect Media approaches each project with the goal of satisfying the client's needs while delivering exceptional customer service. Every company has specific goals and needs. Our talented, enthusiastic team brings a diverse set of skills, insight and creativity to each assignment. We cultivate long-term client relationships while executing projects with integrity and a commitment to excellence.



As a testament to the dedication our staff has to our clients, **PRfect Media** was recently honored with two National Telly Awards for commercials we produced. We were also honored with an Addy Award, the advertising industry equivalent of an "Oscar" or "Emmy Award." We were honored for our design on the Arizona State Quarter Commemorative Portfolio. Additionally, we received eight International MarCom Creative Awards. The MarCom Creative Awards are administered by the Association of Marketing & Communications Professionals and is an international competition with more than 5,000 entrants. **PRfect Media** won three awards for National Media Placement: five awards for Video Production (TV Commercial, Marketing Video & Infomercial) and three for Graphic Design.



PRfect Media serves a diverse clientele, providing various services to a wide variety of industries. PRfect Media provides "industry exclusive" agreements to our members, assuring them we will not represent a "competitor" while a consulting services agreement is in place in that industry. This "exclusive" representation in any one industry is the reason PRfect Media's client list is so wide and diverse. This experience means our bilingual advertising, marketing and public relations background is second to none. PRfect Media brings creative ideas and solutions to our members' needs, wants and goals. From multi-billion dollar, Fortune 100 companies to Arizona-based non-profit organizations, PRfect Media provides custom marketing programs specific to their needs.

## **FIRM INFORMATION**

**PRfect Media International, Inc.**

[www.prfectmedia.com](http://www.prfectmedia.com)

Founded 1994

John Hernandez, Majority Owner & Chief Executive Officer

Ron Meritt, Minority Owner & Chief Operating Officer

Certified Minority Owned Business – Grand Canyon Minority Development Council

Office located at: 11022 S. 51<sup>st</sup> St. Suite 201, Phoenix, AZ 85048

## **B. PRESENTED APPROACH – SUITABILITY OF THE PROPOSAL**

PRfect Media is respectfully submitting this RFP to the City of Flagstaff as a single and primary consultant to provide technical editing, graphic design and web design for this project.

**Technical Editing** - With regard to the approach for the Phase 1 Technical Editing, PRfect Media will provide the City of Flagstaff a clear and concise plan with regard to the technical editing of Flagstaff's Regional Plan Draft II. Our staff writer and technical editor has more than 25 years experience in writing and editing documents for both the private and public sector. Our staff writer, Patrick M. Rhody, has reviewed the current draft of the 200 page regional plan. We will edit chapters and all narrative sections to ensure clarity and continuity of the vision and guiding principles of the plan. We will also provide clarity of structure while maintaining the core themes of the plan as well as the stylistic and intellectual aspects. The final product will be a clear, concise and readable document understandable to all readership audiences.

We will focus on the clarity, sequencing and consistency between text, tables and figures while integrating corrective measures on content errors, styles and punctuation, spelling and grammar. Our staff writer and technical editor is trained using the guidelines written by the Associated Press. Upon review of the Style Guide which has been developed by planning staff, CAC members and NAU public-policy faculty, we will review and suggest any policy language changes during Phase 1 of this program.

Upon the City of Flagstaff receiving the first edited draft of the regional plan from PRfect Media, we will incorporate all suggested edits from CAC, COF Planning Staff and the City Attorney's office as we move through Phase 2 and Phase 3 of the overall plan.

Although further review is required, upon initial review of regional plan Draft II, we will likely recommend to all stakeholders that the plan be edited based on geographic regions within the City. This overall template will then be used to customize the technical

editing of the Draft II of the Regional Plan. All content of the document would be organized based on the specific recommendations and criteria currently in the draft plan. Of course, this information will be edited for clarity and continuity while maintaining the core values of the document before being submitted for review to the City of Flagstaff stakeholders. The subcategories will follow the current Table of Contents, including Community Character, Neighborhoods, Development/Transportation/Growth, Economic Development, Recreation Element and Public Buildings.

**Graphic Designer** – PRfect Media's Associate Art Director & Designer, Michael Hansen, has 22 years experience and is an Adobe Certified Expert for InDesign, Photoshop, HTML, XHTML, CSS, Deamweaver as well as Adobe Digital Publishing (ePub and iBook).

PRfect Media will provide the City of Flagstaff and its stakeholders with full graphic design services with regard to this project. We will develop up to three options for you to choose from with regard to the overall look and color scheme. The graphic design will also include symbols would will be used to guide the reader to understand the content as well as match graphics to the content. Where appropriate, we will incorporate the public information campaign graphics previously developed by KDA Design.

The graphic design phase of this campaign will include incorporating photographs provided to the regional plan documents, Northern Arizona University as well as all other identified sources. We will also incorporate additional visuals such as maps, drawings and renderings to demonstrate policy intent within the document. All maps, drawings, renderings and photos will have sources cited. PRfect Media will look to the City of Flagstaff to provide these resources during the graphic design phase.

**Web Designer** - PRfect Media will design and development an interactive website which will communicate the Flagstaff Regional Plan clearly and in an exciting and easy to understand manner. The website will also be designed by our Associate Art Director & Designer, Michael Hansen.

We will design an interactive website which will include maps with the ability to turn layers on and off. This new website will be designed in an interactive format searchable by term and links to other documents and websites. The website will also have the availability for users to download PDFs as needed. We will design the website so the user can click from one area to the next and all interrelated subjects will link to each other.

This website will be built using a compatible web platform to allow City of Flagstaff staff to interface with the backend, allowing staff to input, change or remove data at will. City staff will have the ability to access and change all pages of the website in a simple and efficient manner.

Because the same person will be providing the graphic design and web development services, it will be easy to integrate graphics from the graphic design component of this project into the web-based documents. This will clearly demonstrate the intent of the policy language with regard to the Regional Plan. The website will deliver navigation, and improved graphics interface and easy to find content to all users. Upon completion of Phase 1 of the Scope of Work, PRfect Media will provide one training workshop for City staff on editing and updating the website as needed.



To demonstrate to the selection committee our capabilities in the graphic design and web design component of this RFP, PRfect Media presents these example websites for your review:

[www.merceradvisors.com](http://www.merceradvisors.com)

[www.bioinspire.org](http://www.bioinspire.org)

[www.bindlchiro.com](http://www.bindlchiro.com)

[www.baybiklawgroup.com](http://www.baybiklawgroup.com)

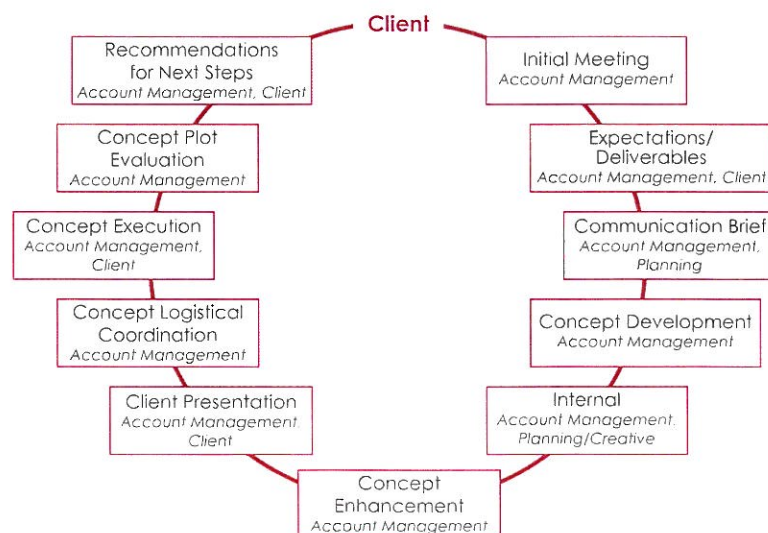
[www.prfectretail.com](http://www.prfectretail.com)

All content and design of these websites were written and produced by PRfect Media. This will give you an example of our capability with regard to graphic design and web development.

**Phase II & Phase III** - PRfect Media will provide services outlined in Phase II and in Phase III as outlined in the RFP. Once the first draft of the technically edited Regional Plan is completed, it will be easy to provide the City of Flagstaff any refinements and/or clarifications as suggested through the January and February 2013 public process. These changes approved by the CAC at the March 2013 meeting will be integrated into Draft III of this report. We will be prepared to provide technical editing and copy editing of the entire report as directed based on feedback from all stakeholders. The timelines indicated for completion for Phase II and Phase III are realistic, assuming there are no delays from stakeholders providing feedback in a timely manner. All three components – technical editing, graphic design and web design – will work in tandem to keep all data updated throughout the time frames of Phase II and Phase III.

Our staff has extensive experience in working with State and City agencies. We are very methodical in the development and implementation of all deliverables. Our campaigns are strategically produced with measurable, step-by-step processes for accomplishing a successful campaign. Therefore, we have established what we call the **360-Degree Strategic Project Development Process**. This full circle diagram illustrates the key milestones we hold as standard to our seamless procedure for clear and concise account management.

### 360-Degree Strategic Project Developmental Process





## **C. EXPERTISE IN RECOMMENDING AND COMMUNICATING APPROPRIATE TECHNICAL AND AESTHETIC SOLUTIONS**

PRfect Media's staff is made up of seasoned professionals who have decades of experience in providing the same services as requested in this RFP. We have worked with State and City agencies in creating and editing documents ranging from Economic Development for the City of Peoria to State of Arizona agencies.

The "technical editing" portion of this project will be performed by our Staff Writer, Patrick M. Rhody. He has been writing professionally for almost 30 years, beginning when he was still a student in the Journalism Department at Northern Arizona University in Flagstaff, Arizona.

He has experience across a wide range of media, writing for television, radio, print and the Internet for government, for-profit companies and non-profit agencies.

As a contractor for the City of Los Angeles, Patrick worked as a writer on numerous projects for the Information Technology Agency, the entity responsible for the City's telecommunications outreach efforts. He has also written for non-profits such as Goodwill Industries of Central and Northern Arizona and the Arizona Science Foundation as well as a number of for-profit companies including CBS, Clear Channel Communications, Ackerley Communications and Fractal Design Corporation.

As the full-time Staff Writer at PRfect Media, Patrick has written for a diverse slate of clients which includes the City of Peoria, the Arizona State Parks Department, the Arizona Registrar of Contractors, the Water Infrastructure Finance Authority of Arizona, the Arizona Developmental Disabilities Planning Council, the Arizona Commission on Judicial Performance Review, the Arizona Office of Problem Gambling, the Maricopa County Attorney, the Maricopa County Treasurer, the Maricopa Integrated Health System and the Nevada State Contractors Board.

As stated above, the "graphic design" and "website production" areas of this project will be produced by PRfect Media's Associate Art Director & Designer, Michael Hansen. Michael has 22 years experience and is an Adobe Certified Expert for InDesign, Photoshop, HTML, XHTML, CSS and Deamweaver as well as Adobe Digital Publishing (ePub and iBook). As you can see by the sample websites listed above, we have the capabilities and skill set necessary to deliver all requirements of this project. These websites were written, designed and executed by our staff.

Please find enclosed our list of references which most closely reflect the experience you are seeking for this project. A separate "Proposer's Reference Form" is included for each reference for your review.

## **D. AESTHETIC CAPABILITIES**

With regard to PRfect Media's aesthetic capabilities, the best way to properly demonstrate this capacity is to show the selection committee examples of various print communication collateral to demonstrate our artistic, innovative and user-friendly documents designed to engage specific communities. Please find electronic files of each of these examples located on the CD enclosed within this notebook.

With regard to the website aesthetic capabilities, please review the current live websites as listed on page seven of this proposal.

Here is a brief explanation of the items included in the CD.

- WIFA Brochure - The first item on the CD is a new brochure written, designed and printed for the Water Infrastructure Finance Authority of Arizona. The target audience for this brochure is city managers and water department managers throughout the State of Arizona. This brochure explains the planning and design assistance as well as financing assistance for water infrastructure projects for cities and towns within the state.
- Chandler Marketing Materials - The second item on the CD contains a number of projects written, designed and produced by us on behalf of the Chandler Family Health Center. This is part of a much larger campaign for which PRfect Media is rebranding all collateral infrastructure on behalf of 11 medical clinics under the operation of the Maricopa Medical Integrated Health System. This includes a new patient guide, new website, direct-mail campaign, rack card, exterior signage and new bus stop advertising.
- Arizona Developmental Disabilities Planning Council –The third item on the CD contains the 2011 Annual Report for the Arizona Developmental Disabilities Planning Council. PRfect Media provides all communication collateral as well as key infrastructure collateral necessary for this council to communicate with individuals with developmental disabilities throughout the State of Arizona. This annual report is a key component with regard to the services of this state agency to its constituents. A hard copy of this particular document is included in this notebook.
- Bar-S Newsletter – The fourth of item on the CD contains the current edition of the internal magazine designed for Bar-S Foods. PRfect Media is the designer of the Bar-S magazine. This document is used internally for distribution to all employees of the company.
- Healthy Marriage Brochure - The fifth item on the CD is a collateral piece designed for the Arizona Department of Economic Security. The specific piece, which had a general audience, was designed to promote the characteristics of a healthy marriage. This is yet another example of a different aesthetic style we can produce based on the target audience. PRfect Media wrote all copy, designed the logo and designed this piece from concept to completion. Please find enclosed in this notebook a sample of this brochure.

As you can see by these samples as well as the example websites provided, PRfect Media has extensive experience in designing custom pieces based on the target audience for each customer we serve. With regard to the Flagstaff Regional Plan, we will build upon your current look to develop an easy to understand customized product for the benefit of all City and County residents.



## **Additional Recommendation**

As part of this proposal, PRfect Media recommends the development of a general video designed to educate the general public to the key components of the Flagstaff Regional Plan. The purpose of this video would be to highlight key areas of the Plan and engage the viewer to spend additional time reviewing the rest of the website to learn more about the overall Plan.

PRfect Media will conceptualize, write, shoot and edit this video to be placed on the home page of the new website. We can also provide DVD copies to the City of Flagstaff using our commercial in-house video duplicator. Although the RFP did not request this service specifically, we strongly recommend this addition to this project. This is another way to engage the citizens and get their support with regard to this important Regional Plan. This video will be produced at no additional cost to the City of Flagstaff.

## **D. EXPERIENCE AND QUALIFICATIONS**

1. *Proposers shall provide detailed information that demonstrates that they have successfully completed similar projects and have the qualifications necessary to undertake this project.*

PRfect Media has a significant amount of experience regarding projects/campaigns similar to this one. We have developed detailed branding, advertising and marketing campaigns for several State agencies throughout the years that have included technical writing, graphic design and web design. Some campaigns were developed from scratch while with others we picked up an existing campaign and modernized it to increase success. We have done campaigns for the Department of Economic Security, AHCCCS, the Governor's Office, the Department of Commerce, the Department of Corrections, Health Services, etc. Our past experience includes a full-scale marketing campaign for the NAU Institute for Human Development. Each campaign was unique in the amount of resources devoted to marketing, writing and design.

2. *Proposers shall provide detailed information that demonstrates their knowledge of the Northern Arizona built and natural environment.*

While PRfect Media has a national and international presence, we are still an Arizona-based company. Both of the principals attended universities in Arizona – COO Ron Meritt grew up in Winslow, is a graduate of NAU and spent many years living in Flagstaff. Additionally, as the Chief Meteorologist at two television stations in Phoenix, Ron has a unique insight of Northern Arizona and Flagstaff.

Our Staff Writer, Patrick M. Rhody is also a graduate of NAU. Both Ron and Patrick played important roles at KNAZ, Channel 2 in Flagstaff while attending NAU and as post-graduates.

On a company level, PRfect Media has had a significant presence in Flagstaff through contracts we have executed with NAU and the Arizona State Parks Department. NAU hired PRfect Media to lead a branding and image campaign specifically for its Disability Resources. We attended monthly meetings in Flagstaff, and worked to improve the visibility of disability resources to not only those who



benefitted directly, but also within the community of Flagstaff to further enhance the image and brand of NAU among members of the community.

The Arizona State Parks Department contracted PRfect Media to lead the branding and public image campaign of its Off-Highway Vehicles (OHV) program. As part of the campaign, we have visited many of the parks for OHV events. Since more than a quarter of all State Parks are in Northern Arizona and the Flagstaff area, we have spent significant time in the area. The contract is still in effect, and PRfect Media continues to execute projects for the State Parks OHV Program.

3. *Proposers shall provide information that demonstrates a proven track record within the last three years and that your team or firm has produced projects that reflect relevancy to this project. Project experience should include project descriptions, services provided, schedule and budget information and a client reference. Briefly list the role your team members / firm played in each project. For web design, the URL should be submitted. Only sites that are live will qualify during evaluation.*

PRfect Media is currently under contract with the City of Peoria and the Maricopa Integrated Health System (County Hospital System) for design of collateral and marketing programs. The City of Peoria wanted a firm that could help increase their visibility and assist their Economic Development department. PRfect Media has just renewed for a second year to continue our marketing program that consisted of a branding campaign and collateral development – including copywriting and design. The annual budget for this program is \$36,000.

MIHS contracted with PRfect Media initially to create a marketing program for the 12 clinics it operates throughout Maricopa County. We made multiple visits to each clinic to assess their individual needs, specific demographics, challenges, successes and the best way that clinic can best serve its immediate community. For EACH clinic, we developed interior culture changes and processes, collateral specific to their services and demographic (sometimes collateral was produced in more than one language), as well as uniforms and lobby videos. MIHS was so happy with the results we have provided so far, they extended the contract to include collateral development of the *entire* hospital system. Both projects are still in progress. The budget for this entire program, including hard costs, is \$300,000.

The following websites are all live, and were created and produced by PRfect Media:

[www.merceradvisors.com](http://www.merceradvisors.com)

[www.bioinspire.org](http://www.bioinspire.org)

[www.bindlchiro.com](http://www.bindlchiro.com)

[www.baybiklawgroup.com](http://www.baybiklawgroup.com)

[www.prfectretail.com](http://www.prfectretail.com)

4. *Proposers shall provide positive references from previous clients. Provide, at minimum, three (3), but preferably five (5) former or current client reference information. If you are a team of consultants, each team member must provide three references. Proposers shall use the Proposer's Reference Form on page 24. (see enclosed reference form)*

5. *Proposers shall provide information regarding their organizational capacity and briefly describe their team or firm's organizational capacity to produce a finished document and website. Proposers shall include information on how their lead person will lead the team.*

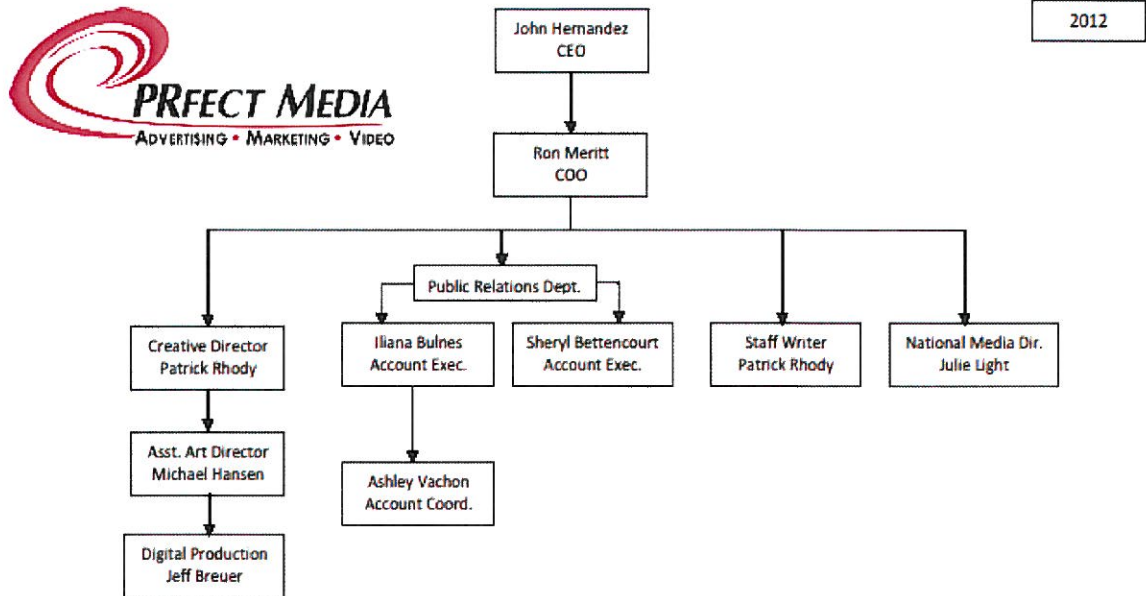
PRfect Media's entire staff of dedicated, hard-working, knowledgeable, experienced professionals is at the disposal of the City of Flagstaff. We have sufficient personnel to perform the requirements outlined in this RFP. As mentioned, we do not use sub-contractors or outsource projects at any time. When needed, PRfect Media hires only full-time, experienced people to maintain production of workload and performance within the agency. The owners of PRfect Media, John Hernandez and Ron Meritt, are actively involved in all accounts within the agency.

Please find below the primary personnel who would be assigned to work with this account. This does not constitute all of PRfect Media's personnel to be assigned but rather senior management. As with all our accounts, the City of Flagstaff would be assigned a specific Account Executive who would be the day-to-day contact. Although most of our staff will be working on your account at one time or another, we would assign an Account Executive to manage the execution of the account. The Account Executive will be charged with managing all aspects of the account and working within our team to ensure the projects are executed as expected. All of the staff to be assigned to this account have a minimum of five years to a maximum of 27 years of experience in their respective areas of expertise.

PRfect Media engages a detailed step-by-step program to implement all of our public awareness campaigns. Our public awareness campaigns are strategically produced with measurable step-by-step processes for accomplishing a successful campaign. Therefore, we have established what we call the 360-Degree Strategic Project Development Process. (See chart in previous section.) This full circle diagram illustrates the key milestones we hold as standard to our seamless procedure for clear and concise account management. When applying the 360-Degree Strategic Project Development Process, agency team members adhere to mandatory meetings to establish a consensus on all components related to the coordination, management, execution and evaluation of a particular project.

6. Proposers shall indicate how many people would be working on this project. If you are a team of consultants, Proposers shall submit a resume for each consultant. If you are a firm, Proposers shall indicate how many full-time staff their firm employs. Proposers shall provide a copy of their firm's organizational chart, and provide a brief description of each staff member who would be working on this project. For web-design, Proposers shall discuss technology requirements, platform compatibility and IOS devices.

## Organizational Chart





## **Additional Experience**

PRfect Media currently has a contract engaged with the City of Peoria's Economic Development Department. With this contract, we engage specific campaigns designed to attract new business to the City of Peoria. We develop relationships with key constituents nationally and promote and advertise the City of Peoria as a viable place to start, expand or relocate a business. We are currently focusing on the promotion of the newly created Bioinspire medical campus within the City of Peoria. This campus is designed to attract new and/or existing biotechnology firms nationwide in a single location to collaborate on new biotechnologies and sciences.

PRfect Media has more than 18 years of experience creating brands and images for companies and public entities ranging from non-profits to large corporations. Below are two examples of major marketing and advertising campaigns developed by PRfect Media. We developed complete campaigns from the logo up to the advertising creative. Over the past eight years, we have developed a number of campaigns for various State of Arizona agencies and municipalities.

**Client:** Department of Economic Security - Healthy Marriage  
**Marketing Goal:** Promote Healthy Marriages throughout Arizona  
**Campaign Budget:** \$100,000



### **Situation**

Sanctioned by the national "Healthy Marriage Commission," PRfect Media developed the Arizona campaign for Healthy Marriages to accomplish two specific goals:

- Provide assistance to married couples having problems with their marriages.
- Prepare individuals for marriage prior to saying "I do."

### **Strategic Insight**

PRfect Media recommended a statewide advertising campaign with a call-to-action promoting where to get assistance with marriage-related issues. The purpose of the campaign was to reduce the overall divorce rate in Arizona. Media training and a statewide advertising campaign were also engaged as part of the education campaign.

### **Creative Approach**

The marketing and media campaign was centered on the message of "what makes a healthy marriage" which we addressed in the advertising campaign. The campaign was developed from scratch and consisted of developing a logo, tagline, collateral materials and advertising campaign.

**Client:** DES Adoption Services  
**Marketing Goal:** Promote participation in adoption/foster care programs  
**Campaign Budget:** \$250,000



### **Situation**

DES Adoption Services retained PRfect Media to accomplish two specific goals:

- Targeted marketing to increase the number of adoptive and foster homes.
- General marketing for future recruiting of foster and adoptive homes.

### **Strategic Insight**

**PRfect Media** recommended a redesign of the current logo, an update to collateral materials, and an improvement in community/corporate support, event marketing, media relations, and the DES Adoption Services website. Media training and a statewide television campaign were also suggested to promote the benefits of adoption and foster care.

### **Creative Approach**

**PRfect Media** engaged DES Adoption Services in a grassroots target marketing campaign. The first step was to establish communication with several churches then distribute new collateral materials to be placed in the church bulletins. PRfect Media then produced several public service announcements for a statewide television campaign intended to educate the public on the process and benefits of adoption and foster care. PRfect Media organized and attended a trade show on behalf of DES Adoption Services to create recognition within the community. We distributed brochures and answered questions to help counter some of the common misconceptions regarding foster and adoptive parenting.

### **Results**

The number of licensed foster homes increased from 3,177 with 6,498 spaces available for child placement to 3,512 with 6,639 spaces available.

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## Project Team

Below is a list of all staff personnel who would be involved in servicing this campaign for the City of Flagstaff. PRfect Media does not use consultants or temporary employees.



John Hernandez, Chief Executive Officer  
[jhernandez@prfectmedia.com](mailto:jhernandez@prfectmedia.com)

**Background:** John has worked as a producer, photographer, reporter, anchor and news director. He has produced, written, edited and directed for KCNC (NBC) — Denver, KVBC (NBC) — Las Vegas, KTNV (ABC) — Las Vegas and WKRN (ABC) —

Nashville. John has won numerous awards from the Associated Press throughout his broadcast career and, while in Nashville, he won an *Emmy Award* for his role as a producer of special events. After Nashville, John worked at ESPN in Bristol, Connecticut, helping with the fledgling ESPNews channel. He also created and produced “Friday Night Fights” on ESPN2. In 1998, John moved back to the desert to Phoenix for a change in lifestyle and a position as Special Projects Producer at KPHO (CBS). In 2002, John purchased controlling interest in **PRfect Media** and became the Chief Executive Officer. John and his wife, Mary, live in Ahwatukee with their two dogs and two cats. He also serves as Chairman of the Board of the Si Se Puede Foundation in Chandler, and the Arizona RBI Foundation in Phoenix.

**Education:** University of Arizona, Broadcasting & Journalism

**Number of Years Experience:** 23 years

**Areas of Expertise:** Business Strategic Planning, Business Development, Creative and Branding

**Responsibilities:** Oversees corporate strategic operations, structure, planning and development

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Ron Meritt, Chief Operating Officer  
[rmeritt@prfectmedia.com](mailto:rmeritt@prfectmedia.com)

**Background:** Ron’s background and experience includes television broadcast production, on-air talent, advertising sales, business marketing and strategic public relations. Ron started his broadcast career in 1983 at KNAZ in Flagstaff, Arizona. In 1985, Ron became the Weekend Meteorologist at KPHO in Phoenix. Ron was promoted several times, including assuming the duties of Chief

Meteorologist for KPHO. Ron spent a total of 23 years on television before retiring from broadcasting. Ron opened **PRfect Media** in 1994. Ron retired from broadcast television in 2003 to assume the position of Chief Operating Officer of the company he started in 1994. Ron’s media knowledge and contacts have been very beneficial and successful to **PRfect Media’s** clients.

**Education:** Northern Arizona University, Broadcasting, Public Relations  
Mississippi State University, Meteorology

**Number of Years Experience:** 27 years

**Areas of Expertise:** Public Relations, Strategic Planning, Broadcast Advertising

**Responsibilities:** Oversees day-to-day operations of the agency

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**Michael Hansen, Associate Art Director & Designer**  
[mhansen@prfectmedia.com](mailto:mhansen@prfectmedia.com)

**Background:** Michael is a Chicago native with more than 20 years of graphic design and production management experience, in both agency and marketing capacities. As a graphic designer, he is well-versed in traditional print design as well as web layouts. Michael is also a master of the lost art of typography. While typography may sound old-fashioned, it's not. Having studied for six months under the direct tutelage of a master typographer, Michael is passionate about using typography to give his designs that extra professional polish. Michael is also an Adobe Certified Expert for InDesign software. He enjoys creating a bridge between traditional print and the digital age, and has experience in designing and producing for new formats such as eBooks and interactive digital magazines for tablets. On a personal level, Michael has a passion for international travel (he's been on six of the seven continents), hiking, cooking and wine.

**Education:** DePaul University, Creative Communication

**Number of Years Experience:** 22

**Areas of Expertise:** Branding, Print and Web Design, Electronic Publishing for Mobile Devices.

**Responsibilities:** Creative, Graphic Design, Art Direction, Branding

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**Sheryl Bettencourt, Account Executive**  
[sbettencourt@prfectmedia.com](mailto:sbettencourt@prfectmedia.com)

**Background:** Sheryl began her career in marketing and event planning in 1994 as the Director of Soccerfest, in Los Angeles, dedicated to all things soccer at World Cup USA. In this position, Sheryl worked with national sponsors such as Coca-Cola, Adidas and Samsung. Sheryl also worked for Universal Pictures where she served as Marketing Associate, working on PR campaigns for *Liar, Liar*, *The Waterboy* and *How the Grinch Stole Christmas*. An active supporter of community causes, Sheryl has volunteered and produced galas and events for the American Cancer Society, Pawplacement, the Phoenix Symphony and the Arthritis Foundation and was Chair for the 2010 Hope Ball benefiting the Leukemia Society.

**Number of Years Experience:** 15

**Areas of Expertise:** Brand Strategist and Special Event Production

**Responsibilities:** Sheryl manages the creation and execution of strategic public relations and marketing campaigns for select agency accounts

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**Iliana Bulnes, Account Executive**  
[ibulnes@prfectmedia.com](mailto:ibulnes@prfectmedia.com)

**Background:** Iliana Bulnes grew up in a family of journalists and broadcasters, so it seemed natural she would follow in their footsteps. Iliana attended the prestigious W.P. Carey School of Business at Arizona State University, graduating with a degree in Management & Marketing.

While she was still in school, Iliana accepted a job as an Account Executive at Cramer-Krasselt. She worked on many accounts including Salt River Project (SRP) and the Valley Toyota Dealers. After Cramer-Krasselt, she worked on a wide variety of accounts, including Sol Casinos, MDS Pharma Services, American Solar Electric and American Honda Motor Company. Iliana is bilingual which has proved invaluable in executing numerous, successful multicultural marketing campaigns. Iliana is a Phoenix native and volunteers to build homes with Habitat for Humanity, donates time to the St. Vincent de Paul Society and actively supports the Pat Tillman Foundation.

**Number of Years Experience:** 10

**Areas of Expertise:** Public Relations & Marketing

**Responsibilities:** Iliana manages the creation and execution of strategic public relations and marketing campaigns for select agency accounts

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**Jeff Breuer, Director of Digital Production**  
[jbreuer@prfectmedia.com](mailto:jbreuer@prfectmedia.com)

**Background:** Jeff brings a solid background and strong sense of professionalism to his duties as PRfect Media's Director of Digital Production. A 2008 graduate of Grand Canyon University, Jeff also attended Northern Arizona University and earned his AAS degree from Scottsdale Community College. Jeff has a real insight into what it takes to develop cutting-edge, attention garnering advertising and marketing campaigns. In fact, his work for the Department of Economic Security's Healthy Marriage Commission earned PRfect Media a prestigious Arizona Telly Award for Best Public Service Announcement. In his free time, Jeff continues his passion for storytelling through his work with 12a Productions, a group of like-minded, ambitious Valley filmmakers who conceptualize, write, shoot, edit and produce short films on various topics. He also volunteers his time to work on theater productions for his church.

**Number of Years Experience:** 11 years

**Areas of Expertise:** Video Photography, Editing and Animation

**Responsibilities:** Jeff manages video production and creative projects for select agency accounts

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**Patrick M. Rhody, Traffic Manager & Staff Writer**

[prhody@prfectmedia.com](mailto:prhody@prfectmedia.com)

**Background:** Patrick has an extensive and varied background in various forms of media including Television, Radio, and the Internet. Patrick has a BS degree in Journalism and Mass Communications from Northern Arizona University.

**Highlights of Patrick's career include:** Co-Host of daily kids' programming for KCBA, the Fox affiliate in Salinas/Monterey/Santa Cruz, California, where he also did voice-overs and was a commercial Producer/Director. He was also a Comedy Writer for Premiere Radio Networks, the nation's leading radio syndication company. He also wrote and voiced material for Premiere's morning prep services, providing radio stations across the country with content for their morning-drive programs. Patrick's past experience also includes: Reporter/Producer/Host/Voice-Over Artist for L.A. CityView, Channel 35, Los Angeles; Coordinating Producer for a syndicated legal talk show, "The Insider Exclusive" and Host of an award-winning public affairs program on Power-92 FM in Phoenix.

**Number of Years Experience:** 25+ years

**Areas of Expertise:** Writing, Creative and Production

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## Technology

PRfect Media continuously upgrades all of our systems and software to ensure we stay on top of the technological capabilities demanded by the projects we execute for our clients. While we use a PC-based platform for our day-to-day account management, our Creative Suites (Graphic Design and Digital Video Production) are both Mac-based. We believe these systems provide us the greatest capability to not only serve our clients with current, up to date technology but also allow us the ability to expand and upgrade efficiently and economically. As you may have noticed in the bio above, our Assistant Art Director & Designer Michael Hansen is a Certified Adobe InDesign Specialist, and has many years of experience in graphic and web design.

Our current system – for Graphic Design – includes:

Mac running OS X 10.8

For graphic design, we use Adobe Creative Suite 6 including InDesign CS6, Illustrator CS6 and Photoshop CS6 for print design

For web design, we use Dreamweaver CS6

## **F. VALUE and PRICING STRUCTURE**

### **Campaign Budget**

PRfect Media has a long history of stewarding client marketing budgets. As our past and present experience demonstrates, we have the capabilities and expertise to produce highly effective campaigns that reach the target audience while providing a positive return on investment to our clients.

PRfect Media is the *only* company in Arizona to offer public relations, marketing, advertising and video production services all under one roof. This allows us to offer all of our services at a lower cost than other PR companies without sacrificing quality or results! On average, PRfect Media's services are about 20% less than our competition. In many cases, a full-scale marketing and public relations campaign requires video production support. We provide more services than any other public relations company and we do not have to "contract out" services. In our proposal, we have explored a number of recommendations and marketing approaches. PRfect Media does not provide website hosting; however, we will make recommendations to the City of Flagstaff to host the new website.

**PRfect Media is listed on the General Marketing Vendor List for the State of Arizona. In accordance to this contract, we offer all State and Local Government Agencies a flat hourly rate of \$75 per hour for all work.** All of the work is to be done in-house and will not be outsourced. The estimated prices below reflect the contracted price.

### **Proposed Budget Allocation**

		<b><u>Cost</u></b>
<b><u>Phase I</u></b>	<b>360 Hours</b>	<b>\$27,000</b>
Technical Editing		Included
Graphic Design		Included
First Draft of Website		Included
<b><u>Phase II</u></b>	<b>200 Hours</b>	<b>\$15,000</b>
Technical Editing Revisions		Included
Graphic Design Revisions		Included
Website Revisions		Included
<b><u>Phase III</u></b>	<b>150 Hours</b>	<b>\$11,250</b>
Technical Editing Revisions		Included
Graphic Design Revisions		Included
Website Revisions		Included
<b><u>Added Value</u></b>		<b>\$ 0</b>
Write, Produce, Shoot Flagstaff Regional Plan Video		Included
<b>TOTAL:</b>	<b>710 Hours</b>	<b>\$ 53,250</b>



## **Campaign Reporting**

PRfect Media requires open and continuous communication and feedback between our Agency and our clients. We provide a number of items to help our clients track the return on their marketing investment. As part of the invoicing process, we provide a marketing report to track marketing objectives and media placements garnered through public relations efforts.

PRfect Media will provide the City of Flagstaff with a detailed monthly marketing report to measure and evaluate the success of all efforts. The report will include specific projects and deadlines accomplished during the current month and upcoming projects and deadlines for the next month based upon the various phases of this project.

## **Summary**

The benefit of utilizing PRfect Media is that we can bring a new perspective and creative solutions to your communication needs. With PRfect Media, you will receive the highest quality professional service and attention to detail and deadlines. We are experienced, eager and ready to secure positive results for you!

## OFFER

### TO THE CITY OF FLAGSTAFF:

The undersigned hereby offers and agrees to furnish the material, service, or construction in compliance with the RFP Package. Signature also certifies understanding and compliance with "Certification" as defined in Article 1 of the "Standard Terms and Conditions" of this Agreement.

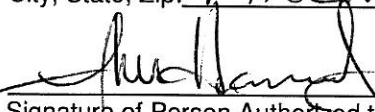
For clarification of this offer, contact:

Name: RON MERITT Phone: 480-706-6880 Fax: 480-706-6778

Company Name: PERFECT MEDIA INTERNATIONAL, INC.

Address: 11022 SOUTH 51<sup>ST</sup> STREET, SUT 201

City, State, Zip: PHOENIX, AZ 85044

  
Signature of Person Authorized to Sign Offer

CEO  
Title

JOHN HERNANDEZ  
Printed Name

9-27-12  
Date



CITY OF FLAGSTAFF PURCHASING DIVISION  
211 WEST ASPEN AVE.  
FLAGSTAFF, ARIZONA 86001

REQUEST FOR PROPOSAL No. 2013-10  
BUYER: Rick Compau, C.P.M., CPPO, CPPB  
PH: (928) 213-2275, FX: (928) 779-7656

## FIXED FEE/PRICE

Firm Fixed Fee/Price: \$ 53,250

## PROPOSER'S REFERENCES

1. **REFERENCES.** Proposers shall submit references for municipal projects that are comparable in size, complexity, and scope of work sought by this RFP.

- The references should also demonstrate the Proposer's experience with the organizing of festival related events, especially with regard to what is being proposed in the Scope of Work outlined in this RFP document. The histories of such projects that they have completed, firm resumes and resumes of key personnel should also be included, as well as other information believed to demonstrate the indicated types of experience.
- All references should include the name, title, telephone number of both the current owner of the project and the owner of the project at time of work effort. Specific reasons for using the reference must also be provided.

Firm/Government Agency Name: CITY OF PEORIA, ARIZONA	
Contact Person: MARIA LAUGHNER	Phone: 623-773-5121
Title: BUSINESS DEVELOPMENT	Fax:
Address: ECONOMIC DEVELOPMENT 9875 N. 85TH AVE PEORIA, AZ 85345	E-Mail Address: MARIA.LAUGHNER@PEORIAAZ.GOV Reason for Selecting as Reference: SIMILAR PROJECT
Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event: ENTERING 2ND YEAR / \$36K/YR. ASSIST IN PROMOTING BUSINESS + ECONOMIC DEVELOPMENT	
Firm/Government Agency Name: AZ DEPARTMENT OF ECONOMIC SECURITY	
Contact Person: MARCELLA CRANE	Phone: 602-542-8970
Title: CONTRACTS + GRANTS MANAGER	Fax:
Address: 1740 WEST ADAMS, SUITE 201 PHOENIX, AZ 85007	E-Mail Address: MCRANE@AZDES.GOV Reason for Selecting as Reference: CURRENT
Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event: CURRENT CLIENT / 40K/YR DEVELOP STATEWIDE COMMUNICATION PROJECTS	
Firm/Government Agency Name: AHCCCS	
Contact Person: DARA JOHNSON	Phone: 602-417-4362
Title: MARKETING MANAGER	Fax:
Address: 701 E. JEFFERSON ST PHOENIX, AZ 85034	E-Mail Address: DARA.JOHNSON@AZAHCCCS.GOV Reason for Selecting as Reference:



## EXCEPTIONS, CONFIDENTIAL AND ADDITIONAL MATERIALS

Proposers shall indicate any and all exceptions taken to the provisions or specifications in this solicitation document.

**Exceptions (mark one):**

- ☒ No exceptions  
☐ Exceptions taken (Describe. Attach additional pages if needed)

**Confidential/Proprietary Submittals (mark one):**

- ☒ No confidential/proprietary materials have been included with this offer  
☐ Confidential/Proprietary materials included. Proposers should identify below any portion of their offer deemed confidential or proprietary (see Standard Terms and Conditions, section titled **Confidential Information**). Identification of such materials in this section does not guarantee that disclosure will be prevented but that the item will be subject to review by the Proposer and the City prior to any public disclosure. Requests to deem the entire offer as confidential will not be considered.

**Additional Materials submitted (mark one):**

- ☐ No additional materials have been included with this offer  
☒ Additional Materials attached (Describe. Attach additional pages if needed)  
SAMPLE BROCHURES + CD

## PROPOSER QUESTIONNAIRE

Company Legal/Corporate Name: PRFECT MEDIA INTERNATIONAL, INC.

Doing Business As (if different than above): \_\_\_\_\_

Address: 11022 SOUTH 51ST STREET, SUITE 201

City: PHOENIX State: AZ Zip: 85044

Phone: (480) 706-6880 Fax: (480) 706-6778

E-Mail Address: RMERITT@PRFECTMEDIA.COM Website: WWW.PRFECTMEDIA.COM

Taxpayer Identification Number: 27-4097297

Remit to Address (if different than above):

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Contact for Questions about this proposal:

Name: RON MERITT Fax: (480) 706-6778

Phone: (480) 706-6880 X121 E-Mail Address: RMERITT@PRFECTMEDIA.COM

Day-to-Day Project Manager (if awarded):

Name: RON MERITT / SHERYL BETTENCOURT Fax: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

### Sales/Use Tax Information (check one):

☐ Proposer is located outside Arizona (The City will pay use tax directly to the AZ Dept of Revenue)

☐ Proposer is located in Arizona (The Offeror should invoice the applicable sales tax and remit to the appropriate taxing authorities)

State Sales Tax Number: \_\_\_\_\_

City Sales Tax Number: \_\_\_\_\_ City of: \_\_\_\_\_, AZ

☐ Certified Small Business Certifying Agency: \_\_\_\_\_

☒ Certified Minority, Woman or

Disadvantaged Business Enterprise Certifying Agency: GRAND CANYON COUNCIL

Credit References: Provide the name and telephone number of at least three organizations that your company deals with on an on-going basis.

A. Company Name CBS OUTDOOR

Contact & Phone Number RICO MORENO - (602) 477-3072

B. Company Name COX MEDIA

Contact & Phone Number ALISON SCHMITT (602) 383-3835

C. Company Name ARIZONA SPORTS NETWORK / KTAR

Contact & Phone Number JEN ARIES - JAIRIES@ARIZONASPORTS.COM

Insurance - Name of insurance agent that will provide the specified coverages.

TRAVELERS BUSINESS LIABILITY INSURANCE

List any other information that may be helpful in determining your qualifications including sub-contracts to be utilized, if any.

NO SUBCONTRACTORS WILL BE USED ON THIS PROJECT

Additional Information required:

- Year firm was established (include former firm names and year each applied).
- Identify the country and state in which the firm was incorporated or otherwise organized.
- Type of ownership and parent company and subsidiaries, if any. Include dates of any corporate mergers and/or acquisitions including all present and former subsidiaries with dates of any and all re-structuring since the founding date.
- A narrative description and organization chart depicting the management of the Proposer's organization and its relationship to any larger business entity.
- A description of the overall operations of the Proposer, the number and scope of other projects currently ongoing or set to begin in the near future.
- A narrative description of Proposer's familiarity with and prior operating experience in Arizona or the Southwestern United States.
- Provide, at Proposer's option, any additional information not specifically listed above which demonstrates the qualifications of the Proposer to perform the scope of work specified in this RFP.



## APPENDIX B PROPOSER DISCLOSURE FORM

### Information required to be solicited pursuant to City Code Section 1-20-001-0004.D

In accordance with City Code Section 1-20-001-0004, all Proposers are required to complete and sign the following checklist. For any item checked YES, you must provide as complete an explanation as possible on one or more attached sheets, including dates, company name(s), enforcing authority, court, agency, etc. Answering YES to one or more questions does not necessarily mean that you will be disqualified from this Proposal. **HOWEVER, FAILURE TO PROVIDE TRUE AND COMPLETE INFORMATION MAY RESULT IN DISQUALIFICATION FROM THIS PROPOSAL AND OTHER CONTRACTS FOR THE CITY OF FLAGSTAFF.** A copy of City Code Section 1-20-001-0004 may be obtained from the City of Flagstaff Purchasing Department.

Has your company or any affiliate\* of your company, in the past 5 years, (i) had a permit revoked or suspended, (ii) been required to pay a fine, judgment or settlement of more than \$100,000, (iii) been convicted of a criminal offense (including a plea of guilty or *nolo contendere*), (iv) been found in contempt of court, or (v) been debarred, disqualified or suspended from submitting proposals on public contracts, as a result of or in connection with any of the following:

1. Any offense indicating a lack of business integrity or honesty, including fraud, bribery, embezzlement, false claims, false statements, falsification or destruction of records, forgery, obstruction of justice, receiving stolen property, theft, or price fixing, Proposal rigging, restraint of trade or other antitrust law violation?  
YES \_\_\_\_\_ NO X
2. Violation of the terms of any public contract?  
YES \_\_\_\_\_ NO X
3. Failure to pay any uncontested debt to any government agency?  
YES \_\_\_\_\_ NO X
4. Violation of any law or regulation pertaining to the protection of public health or the environment?  
YES \_\_\_\_\_ NO X

\*An "affiliate" of your company means any person, company or other entity that, either directly or indirectly (for example, through stock ownership by family members), controls, is controlled by, or is under common control with, your company.

I hereby verify that the foregoing information, and any explanation attached are to the best of my knowledge, true and complete.

  
Signature

Chief Executive Officer  
Title

9-27-12  
Date

## NON-COLLUSION AFFIDAVIT

State of ARIZONA )  
County of MARICOPA ) ss.  
JOHN HERNANDEZ, affiant,


states that I am the CHIEF EXECUTIVE OFFICER  
(Title)

of PRFECT MEDIA INTERNATIONAL INC.  
(Contractor/Proposer)

and I am authorized to make this affidavit on behalf of my firm, and its owners, directors, and officers. I am the person responsible in my firm for the price(s) and the amount of this bid.

I state that:

- The price(s) and amount of this bid has been arrived at independently and without consultation, communication or agreement with any other contractor, bidder or potential bidder.
- Neither the price(s) nor the amount of this bid, and neither the approximate prices(s) nor approximate amount of this bid, have been disclosed to any other firm or person who is a bidder or potential bidder, and they will not be disclosed before bid opening.
- No attempt has been made or will be made to induce any firm or person to refrain from bidding on this contract, or to submit a bid higher than this bid, or to submit any intentionally high or noncompetitive bid or other form of complementary bid.
- The bid of my firm is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive bid.
- PRFECT MEDIA INTERNATIONAL, its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not in the last four years been convicted or found liable for any act prohibited by state or federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding on any jurisdiction, involving conspiracy or collusion with respect to bidding on any public contract.

  
CEO  
(Title)

Subscribed and sworn to before me

this \_\_\_\_\_ day of \_\_\_\_\_, 2012

\_\_\_\_\_  
Signature of Notary Public